

NJPA EXECUTIVE COMMITTEE MEETING

October 18
10:30 am – 1 pm
North Jersey Media Group
1 Garret Mountain Plaza
Wookland Park

NJPA BOARD OF DIRECTORS MEETING

October 28
10 am
Forsgate Country Club
375 Forsgate Drive, Jamesburg

NJPA ANNUAL MEETING & LUNCHEON

October 28
12 – 2:15 pm
Forsgate Country Club
375 Forsgate Drive, Jamesburg
Speaker:

Frank M. Newport, editor in chief, The Gallup Poll, will discuss the emerging trends affecting November's elections, the political landscape and public opinion polling.

Also coming in October:

PRESS CREDENTIAL APPLICATIONS will be sent to newspapers

NJPA CONTEST RULES will be sent to newspapers. This year, entries will be submitted as PDFs online.

The next issue of *InPrint* is a combined November/December edition. The advertising and editorial deadline is November 2. You will receive your copy in mid-November.

For more information about these events: www.njpa.org



DAVID KARAS, THE TIMES, TRENTON

LOOKING FORWARD to retirement, looking back at his long career, John O'Brien keeps everyone laughing at a Sept. 23 party in his honor.

Paying tribute to a legend:

NJPA salutes O'B

By David Karas

Colleagues, staffers, family, and friends — everyone loves John O'Brien, who is retiring after two decades with NJPA and 45 years in the newspaper business.

The Sept. 23 party in his honor drew more than 120 people to offer tributes and discuss the highlights of his career.

"Those of us who have been in New Jersey journalism can really divide it into two parts: the era before John arrived and the era after John arrived," said Richard Veza, publisher of *The Star-Ledger* and newly-elected NJPA treasurer. "The newspaper industry owes [O'B] a great debt of gratitude."

Veza and others told how O'B rebuilt the association, improved its finances, and made it into a thriving and reputable support system for the state's newspapers, their publishers, and their staffs.

"Not only did he save it, he grew it. He brought back our respectability," said Mac Borg of *The Record* and *Herald News*.

"The perception of this NJPA has changed dramatically," added Thomas Cafferty, general counsel.

The event at the Hamilton Manor included publishers, editors, and figures who have helped to shape today's journalistic landscape.

— Continues on Page 7

George White to lead NJ Press Association

George White is no stranger to the New Jersey Press Association, having served as its foundation director and government affairs manager since 2006, and earlier as head of its advertising network for 12 years.

But on Oct. 1 he became its executive director, the 11th person to hold the job since 1935, when Kenneth Olsen, the head of Rutgers' Journalism Department, was hired to be the association's part-time executive secretary.

NJPA President Ray Worrall said, "The board is pleased to welcome George as our new executive director. The news industry in New Jersey is fortunate to have a valuable and seasoned veteran of not only newspapers, but also of the news association business, sitting in our office, ready and willing to advance to this position. The Board of Directors is looking forward to

a new and productive era with George as the new leader of NJPA. He understands the issues we face."



White

"George will be a terrific executive director and leader to guide NJPA through these uncharted waters as newspapers change and continue to reinvent themselves," said John J. O'Brien, NJPA's recently retired executive director. "His broad-based knowledge of the industry will serve NJPA's newspaper members well."

White has 30 years of experience in the newspaper industry and he is in his second stint at NJPA. He first joined the staff in 1991 to start its for-profit advertising service, the New Jersey Newspaper Network. That venture serves more than 200 New Jersey newspapers, and is one of the leading state press ad networks in the U.S.

— Continues on Page 4

Gallup editor Frank Newport will speak at annual meeting

NJPA's annual meeting and luncheon will be held on Oct. 28 at 12 noon at Forsgate Country Club, Jamesburg.

Just days before November's elections, this is a unique opportunity to hear Frank Newport, The Gallup Poll's editor in chief, discuss the latest research about the political climate in the U.S.

He will talk about the emerging trends affecting the elections, the political landscape and public opinion polling. What changes does Gallup predict? And what impact may they have on our country and news media?

"Get the scoop from Gallup—the most respected monitor of American public opinion," said NJPA Executive Director George White in the invitation, which is in the mail to NJPA members.

NJPA President Ray Worrall said, "The annual meeting is a great opportunity for you to network with your peers from other newspapers and to catch up on what's happening around the state as well as at NJPA.

"And we want your input on important topics that will affect you and the

association going forward."

For more information and to register, contact NJPA Member Services Manager Peggy Stephan at (609) 406-0600, ext. 14, or pastephan@njpa.org. Or go to njpa.org and click on "Events."



PRINTING IN PINK, the *Asbury Park Press* joins Gannett's other NJ Press Media dailies—*Courier News*, *Courier Post*, *Daily Journal*, *Daily Record* and *Home News Tribune*—in showing support for the Susan B. Komen for the Cure foundation. See the article on Page 4.

INPRINT

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Find newspaper news and resources quickly on NJPA's Facebook page. Just go to www.facebook.com and search for New Jersey Press Association.

NJPA matters —

A powerful combination

For more than 19 years I've read every one of John O'Brien's columns in *InPrint*. That's just one of many reasons it is so humbling to pick up his pen and get down to business.

The grand outpouring of well-wishers at O'Brien's recent retirement tribute spoke volumes about what he has meant to our association. Seeing so many NJPA officers, directors, members and friends together in one place, for one purpose, was a powerful experience. It was a good reminder of what this association has been, is now, and will be — and that it matters deeply, for all the right reasons.

NJPA was created to make a difference, to be an important resource. Among O'Brien's favorite quotes is the reason one member gave for why he keeps volunteering, year after year, to serve on a vital NJPA committee. He keeps doing it "because not one of us is as strong as all of us."

When it's all boiled down, that core principle is what drives NJPA leaders, volunteers and staff alike to advance our industry with common vision and common sense. It's profoundly energizing to be part of something that's indispensable,



George H. White
Executive Director
New Jersey Press Association

both to our own professional successes and to the public good.

It is well documented that today's newspaper executives are challenged like never before. It's been a wacky period marked by political clashes at home, wars abroad, high-profile financial shenanigans, and the worst recession since the Great Depression — all while we try to run businesses whose industry model was turned upside down even before a new one could be envisioned. That's a difficult landscape to negotiate.

But NJPA is blessed with many bright and dedicated volunteers who understand the value of work-

ing together to do the right things for the right reasons. And we have a skilled staff that is determined to make our members proud. That's a powerful combination — and one that I am honored to lead.

As your new executive director, I will work with NJPA's members and staff to make sure that what needs doing gets done — and gets done well.

We will steward its revenues with care.

And, together, we will make sure that this association remains an indispensable resource for its members.

* * *

In the spirit of association, please set aside a few hours to connect with fellow NJPA publishers, editors and executives. Plan to attend the Annual Meeting & Luncheon, on Thursday, October 28, at noon at Forsgate Country Club.

Frank Newport, editor in chief of The Gallup Poll, will be our speaker, sharing his timely perspectives and insights just days before the election.

All the details are on the events tab at www.njpa.org, or call me directly at 609-406-0600, ext. 30.

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New owners oust editor

Evidently, even being a two-time Pulitzer winner isn't enough to ensure a top editorial position in Philadelphia.

Bill Marimow, editor of *The Philadelphia Inquirer*, will be replaced as executive editor but will stay on staff as a reporter.

The new owners, who closed the purchase deal of the *Inquirer* and the *Daily News* this month, told Marimow that his lack of background in digital media impaired his ability to take the newspaper forward.

Marimow, 63, will continue at the *Inquirer* as an investigative reporter.

While a search begins for a new editor, Stan Wischnowski, the *Inquirer's* deputy managing editor/operations and vice president for shared services, has been named acting editor. Wischnowski, 48, has been with the *Inquirer* since 2000.

"Being the editor of my hometown paper has been a pleasure and a privilege," Marimow told the *Inquirer*. "By any objective measures, the newspaper, in print and online, has real momentum in terms of journalistic excellence."

Marimow started at the *Evening Bulletin* before joining the *Inquirer* in 1972, where he won Pulitzers for his investigations of abuses by Philadelphia police.

He later served as city editor and as assistant to publisher Robert J. Hall, who is the chief operating officer for the newly minted Philadelphia Media Network.

Marimow joined *The Baltimore Sun* as metropolitan editor in 1993, and was promoted to managing editor before he was named editor. *The Sun* won three Pulitzers under his leadership before Marimow left in 2004.

Most recently, Marimow was managing editor for news at NPR, and served as vice president/news.

— from Editor & Publisher

People & Papers

Star-Ledger offers buyouts

New Jersey's largest daily is again looking for a few good men — and women — to re-evaluate their future at the newspaper.

The Star-Ledger is offering "generous voluntary buyouts" to non-represented, full-time employees" who joined the paper prior to Jan. 1, 2006.

This is the company's second round of buyouts.

Star-Ledger Publisher Richard Vezza wrote in a letter to employees on Sept. 7 that, based on its performance over the first seven months of the year, the newspaper is projected to lose \$10 million in 2010. This follows the *Star-Ledger's* 2009 losses of about \$9 million.

"Obviously, losses of this magnitude are unsustainable," Vezza

JR's Higginson named All-Star

William J. Higginson, president and chief operating officer of Journal Register Company, has been named by *Editor & Publisher* as one of its 2010 Production All-Stars — 15 men and women from news organizations across North America who have demonstrated exceptional leadership and results at a time when resources and budgets are stretched as never before.

Higginson received the award in the senior managers division.

Citing his achievements, *E&P* noted that he started as a pressman in 1973; was instrumental in launching JRC's IPO and NYSE listing in 1994; headed up design, equipment selection and construction of JRC's offset printing plant in Exton, Pa.; was promoted to president and COO in March 2010, and is credited with executing financial restructuring and transforming JRC into a digital-first media company.

— from Editor & Publisher

said. He indicated that the number of buyouts "will depend on who applies and from what departments. After reviewing all the applications, we will make a decision on which buyouts make business sense for us."

"Our past efforts to create efficiencies and cut costs have helped in moving us toward continued viability, but the uniquely challenging and competitive situation in our geographical area combined with the continuing decline in advertising revenues have prompted us to implement these additional initiatives."

Since the first round of buyouts, advertising revenues have declined at least another 25%, Vezza told employees.

He also says that the paper has evaluated its operations and how it pays employees. It plans to modify its wage structure "to ensure that employees are paid accurately and fairly for the jobs they perform and to adjust the functions of certain positions."

Veza also called on the unions that represent many of the company's employees to discuss ways they can help the newspaper. "They are a critical part of helping us ensure our continuing viability."

— from Editor & Publisher

Ready for NJPA's digital contest?

"This is *not* the year to put off preparing your entries for the newspaper contest!" said Peggy Stephan, NJPA's member services manager.

"Our contest has gone to an online system. Once you get the hang of the entry process, it can go fairly quickly. But it is new and members will need to learn it," she said.

"We strongly suggest publishers name one person for each newspaper to set up that paper on the entry website and become



TAKING THE LEAD: Liz Parker of Recorder Community Newspapers is the new president of the National Newspaper Association. She receives the gavel from outgoing President Cheryl Kaechele of Michigan, at NNA's annual meeting on Oct. 2 in Omaha.

Parker is new NNA president

Elizabeth "Liz" Parker, co-publisher and executive editor for Recorder Community Newspapers in Stirling, became president of the National Newspaper Association on Oct. 2, during the association's annual convention and trade show.

"These are exciting and transitional times for our nation and for our industry," Parker told NNA members. "But with all challenge comes opportunity."

"It is an opportunity to create a fresh approach, perhaps to take a new tack, to aggressively market and promote our strengths as an industry and our unique and vital roles as community newspapers."

Parker, who served as NJPA's

president in 2001, is part of a newspaper family. She met her future husband, Mark Magyar, "covering meetings and murders against each other" while working for competing dailies at the Jersey Shore. They have four children, all of whom have written for the newspaper group.

"Mine, like many in this room, is an inherited passion for what we do as community journalists, only grown stronger through the years."

Her parents, Cort and Nancy Parker, were long-time members of NJPA and NNA. The two met in the early 1950s while working for the *Newark Evening News*, the largest and best daily in New Jersey at the time.

"Later they started their own weekly in the basement of their Morristown home but when the opportunity came to purchase the nearby *Bernardsville News* in 1957, they jumped at the chance," Parker said.

"My brother Steve and I have run the papers for the past 20 years or so and we have grown to a 17-weekly newspaper group in northern New Jersey covering about 60 towns and about 100,000 readers with 14 paid weekly newspapers and three free newspapers.

"We are one of the very

— Continues on Page 4



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Amy Lear
NJNN Director

Fresh perspectives

Change is in the air.

I took the plunge and moved to a new home recently. One big advantage is that the move cut my commute by more than an hour, to just 10 minutes each way!

What a pleasure! I haven't had such a short drive since I was selling ads for the *Easton Express* back in 1989. (Even then I managed to get a speeding ticket or two!)

Another nifty perk of living closer to work—I have more time to read the newspaper! Over the past few weeks I've paged through the local weeklies, reading them cover-to-cover and learning lots about my new home town. I have been reminded firsthand what a valuable tool the community newspaper is, especially to new residents.

I'm enlightened by the advertising, too! From coupons to home improvement specialists to arts and cultural events—and the best dining around—I'm getting to know the area faster because of its newspapers.

I started thinking about the routine to which I had grown accustomed before making my move—a routine that extended to my work day, as well. This outlook is helping me to see many things with a fresh perspective.

It's no secret that a big transition has been happening here at NJPA recently, too. (One I'm sure you read about in this newsletter.)

Long-time NJPA Executive Director John O'Brien has retired after nearly 20 years, and George White is making a move of his own. He is about to move into the office adjacent to mine, taking over as NJPA's executive director at a time when the industry

needs strong leadership more than ever.

My house. My boss. The seasons. The Eagles' quarterback. All this change could easily make one's head spin! But then I remember my commute and my extra reading time—change can bring big benefits, too!

In fact, thanks to the NJNN Steering Committee and NJPA Digital Advisory Committee, we are embracing change by double-checking the priorities of our member newspapers. At a recent meeting facilitated by Ed Efczak of Customers by Design, the following strategies for growth were recommended:

- More closely examine the role that digital plays in NJNN's overall sales effort.
- Expand categories of business for NJNN to pursue.
- Conscious of budget, expand NJNN staff in two areas:
 - (a) to increase overall sales effort
 - (b) to add contemporary expertise for advertisers and for members with training needs
- Raise awareness among members of opportunities to earn revenue:
 - (a) by selling existing network programs like SCAN and 2x2
 - (b) by stimulating regional and statewide buys, thus expanding business for all NJPA members

With a fresh perspective and a little extra sleep, I'm really looking forward to an uptick in revenue for 2011!

And that's a change I'm sure we all would enjoy.

George White to lead NJPA

Continues from Page 1

White left NJPA in 2003 to become executive director of the Maryland-Delaware-D.C. Press Association.

Prior to 1991, he spent 10 years in advertising sales management and marketing at *The Washington Post*, two years as marketing director for Ernst & Young's Philadelphia office, and a year as regional ad sales director for the 14 community weeklies of Montgomery Publishing, Fort Washington, Pa.

George and his wife Lee have been married 26 years. They live in Pennington, where she teaches 4th grade for the Hopewell Valley Regional School District. Their son Brian is a third-year mechanical engineering major at Cornell University, and daughter Ellen is a first-year liberal arts

student at the University of Mary Washington, Fredericksburg, Va.

George has been an officer and director of the New Jersey Society of Association Executives, past-president of his condo association, on the advisory boards for the non-profits Celebrate, NJ! and Partnership for a Drug-Free NJ, an officer for the Hopewell Valley Youth Soccer Association, and holds several leadership roles at his church.

A graduate of Gettysburg College, White also studied business administration at The George Washington University and earned a certificate in Non-Profit Executive Management from The College of New Jersey.

In his spare time he plays and sings with old college friends in a rock 'n' roll band called Pennington Station.

NJ Gannett dailies print pink to support Komen campaign

Readers of Gannett's six NJ Press Media daily newspapers may have been tickled pink the first weekend in October. As part of National Breast Cancer Awareness Month, the papers printed a pink background on their front pages.

The *Asbury Park Press*, *Home News Tribune*, *Courier News*, *Daily Record* and *Courier-Post* went pink on Sunday, Oct. 3. The *Daily Journal*, which does not publish on Sunday, was printed in pink on Saturday, Oct. 2.

Pink papers was just part of

the company's "Press for the Cure" campaign, an exclusive partnership with the Komen Foundation.

The six newspapers will donate 5 cents for every copy sold. NJ Press Media estimates that more than 325,000 copies were sold, a donation of about \$16,250. And 10 percent of net advertising sales in the pink papers will be donated.

In addition, the newspapers will donate \$10 for every home subscription sold in October to Komen.

Parker is new NNA president

Continues from Page 3

few family-owned newspaper groups, weekly or daily, left in a state dominated by Gannett or Newhouse publications."

'Real Newspapers'

The convention's theme as NNA kicked off "its second 125 years" in Omaha, Neb., was that news of the death of newspapers has been greatly exaggerated.

"Community newspapers are the heart and soul of America," Parker said. "We are in our communities and we have no plans to leave. We are not blogs, but we have blogs. We are not websites, but we have websites. We are whole, real newspapers in print and other media and we continue to serve."

She said, "This year, NNA is

aggressively moving forward with a new marketing plan and marketing council that will drive that message home. Community newspapers are real newspapers. We are not the small versions of anything. We are full-sized businesses that are anchors in our communities and help those communities survive.

"The newspapers that are closing their doors or reducing their print schedules are not the community newspapers that NNA represents. We are doing much better than our big city brethren and while we embrace the new technology on our websites, mobile phones and Facebook profiles, we are the new footprint of print and we are not going away."

Obituary

Walter Nelson, former ad manager

Walter P. Nelson, a former advertising executive for the *New Brunswick Home News*, died on Sept. 7. He was 87.

Mr. Nelson worked at the *Home News* from 1944 until he retired in 1987. He served as the paper's advertising manager and later as marketing director and vice president.

After retirement, Mr. Nelson and his wife Marion moved to Solomons Island, Maryland,

where he owned a management consulting business.

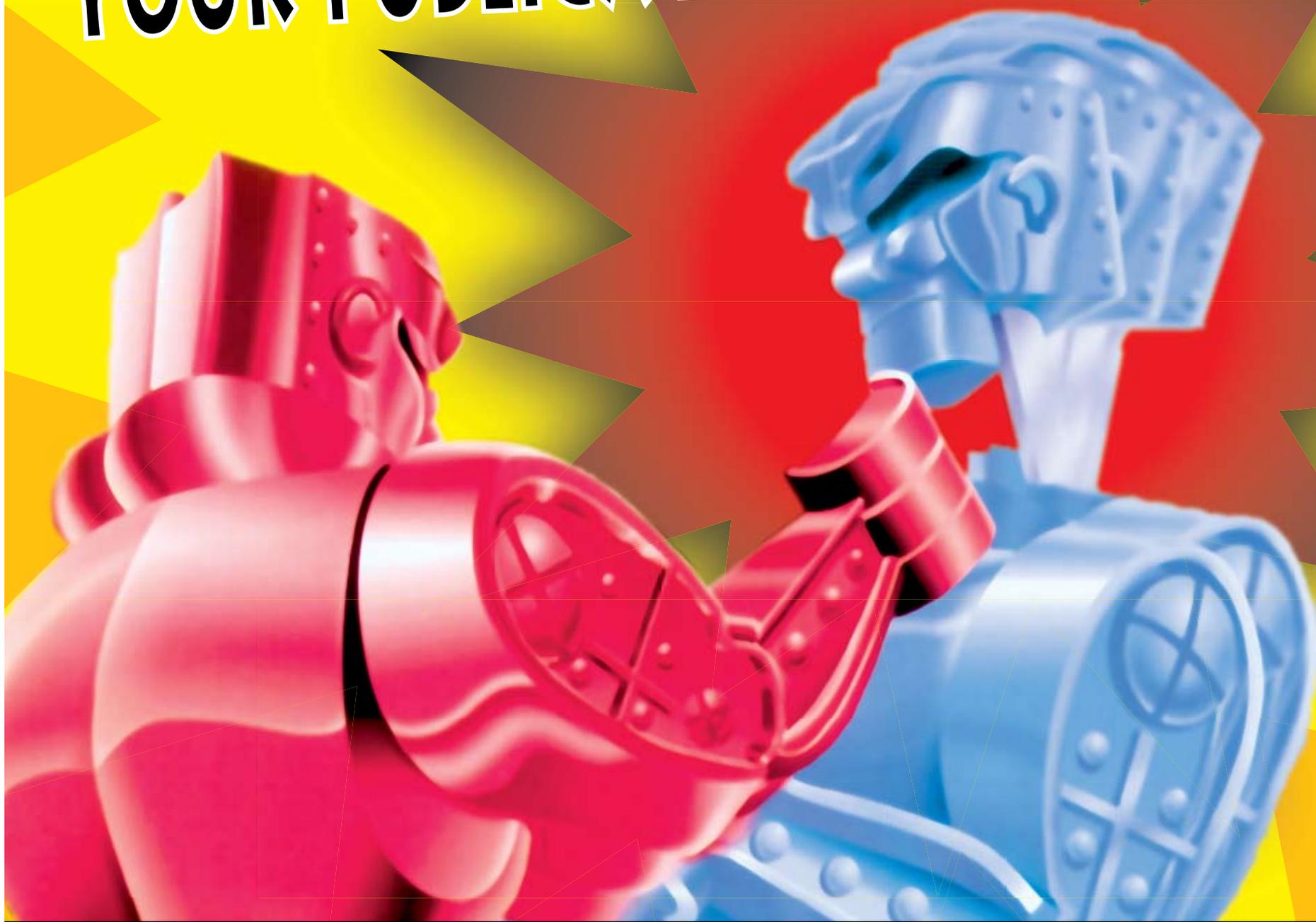
He was active in many community organizations, including Kiwanis, the Chamber of Commerce of New Brunswick and Boy Scouts of America, and was a Hospice volunteer and a docent at Calvert Marine Museum.

Mr. Nelson served in the U.S. Air Force during WWII and Korea. He remained on Indefinite Reserve Status until his death.

In addition to his wife, Mr. Nelson is survived by sons Joel of Wolfeboro, N.H., and David of Hamilton Square, N.J.; daughter, Elizabeth Davis of Lusby, Md.; 5 grandchildren and 1 great granddaughter. He was predeceased by his sister, Ruth Flink, and his son, Craig.

A memorial service will be held on Oct. 22 at 2:30 p.m. at Asbury-Solomons. Friends are invited to visit from 1 to 4 p.m.

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Parting words

Several people asked that we publish the remarks that John O'Brien made at his retirement party. Here are a few excerpts. The full text is available at www.njpa.org. Click on "Events."

* * *

This is kinda' like being at my own wake...but I am able to drink!

There is no way I can condense 45 years of stories about my highs and lows in the newspaper industry into a 15-minute talk and I won't even attempt it. I'll simply say I've had the best career that one could imagine. I've worked in every department of a newspaper, I've been a publisher for the likes of Malcolm Forbes which meant I rode motorcycles and took hot air balloon rides with statesman and Hollywood celebrities. More importantly, my career allowed me to help shape the careers of countless young journalists, photographers and ad sales people so they could ultimately share my excitement and enthusiasm about this wonderful industry.

Then I spent nearly 20 years as the executive director of NJPA and loved every minute of it. To paraphrase Will Rogers, I never met a publisher I didn't like...although one or two came close! Thanks to the flexibility of the board of NJPA I've done newspaper training in far off places like Taiwan, Hong Kong, Poland and Russia. I have been truly blessed. I've seen this industry transform right in front of me. And like you, I'm not sure where all this will end up. ... I hope I live long enough to see where it all ends up!

* * *

As I said earlier, I've had the best job in the world for the last 20 years. No other press association manager has gotten more support from his members than I have. I thank the newspaper people in the room for all the kindness and encouragement through the years.

* * *

I want to close tonight with the words of a favorite Country & Western song of mine by Lee Ann Womack. Don't worry...I won't sing!

Her beautiful lyrics really express a lot about my philosophy of living life...and they are my parting message to you...

I hope you never lose your sense of wonder,
 You get your fill to eat but always keep that hunger.
 May you never take one single breath for granted.
 God forbid love ever leaves you empty-handed.
 I hope you still feel small when you stand beside the ocean.
 Whenever one door closes I hope one more opens.
 I hope you never fear those mountains in the distance,
 Never settle for the path of least resistance.
 Living might mean taking chances but they're worth taking,
 Loving might be a mistake but it's worth making.
 Don't let some helping heart leave you bitter.
 If you come close to selling out reconsider.
 Promise me that you'll give faith a fighting chance,
 And when you get the choice to sit it out or dance
 ...I hope you dance!

I did.

NJPA thanks

A.F.L. Web Printing

which donated these pages for expanded coverage of John O'Brien's retirement party



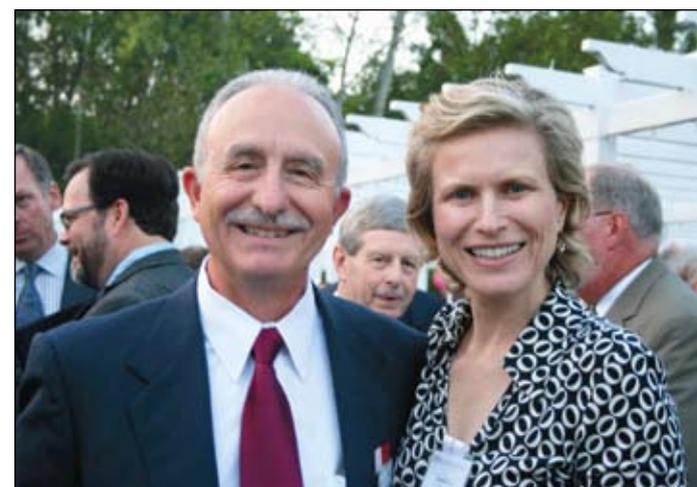
WIVES' TALES: Chris O'Brien, John's wife, and Mary Ann Cafferty, Tom's wife, enjoy a few minutes of conversation.



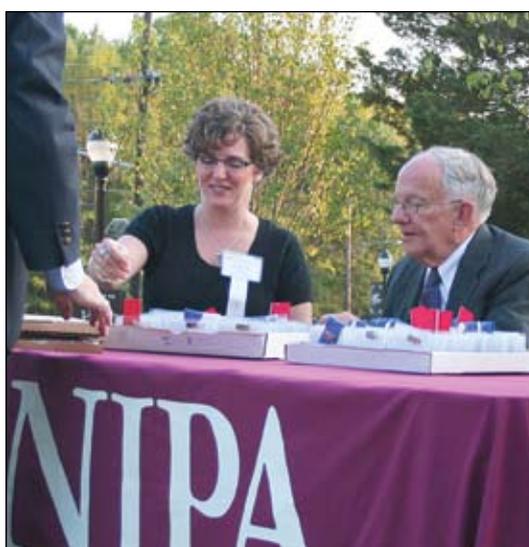
PRESS PALS: Morley Piper, clerk of the Newspaper Association Managers group, and Tim Williams, executive director of Pennsylvania Newspaper Association, compare notes on how they will roast O'Brien later in the evening.



TOASTING O'BRIEN: Ed Efchak of Customers By Design, and Barbara Chodos of NJ.com, congratulate O'Brien on a job well done, for many years, at NJPA.



NJPA BOARD MEMBERS Ben Cannizarro, publisher of Greater Media Newspapers, and Jennifer Borg, general counsel of The Record, enjoy the festivities at John O'Brien's retirement party.



LIKE FATHER, LIKE DAUGHTER: Kit Cone, at right, for many years helped register people at NJPA events. Now he is teaching Jenny Chiuck, his daughter and successor as publisher of *The West Essex Tribune*, the finer points of the job.



NOT ALL WORK: Darren Forchik and Alicia Harrison of A.F.L. Web Printing, enjoy the opportunity to relax with friends and meet new people at the party.



READY TO PARTY HEARTY: NJPA's Obie Award is just like his namesake when it comes to holidays and special occasions. The tradition of dressing up Obie began a few years ago when the staff of *The West Essex Tribune* received the award for their creativity.

David Karas, who wrote this article and took the photos, is a student at The College of New Jersey. He was an NJPF intern this summer at The Times, Trenton.



GREAT CHALLENGES: Mac Borg, chairman of *The Record*, *Herald News* and North Jersey Media Group, talks about the difficulties O'Brien faced in his early days as head of NJPA.



INDUSTRY STEWARD: John Sturm, President and CEO of the Newspaper Association of America, applauds O'Brien for his long and outstanding service to newspapers in New Jersey.



GOOD FRIENDS: Tom Cafferty, NJPA's General Counsel, talks about good times he and O'Brien have had during their many years of working and relaxing together.

NJPA salutes John O'Brien

Continues from Page 1

"NJPA is an organization steeped in great history," said Ray Worrall, president of the NJPA Board of Directors. "Much of that past is here in this room."

Several speakers mentioned their happiness that O'Brien is staying with the organization, stepping into a part-time job as director of the New Jersey Press Foundation.

"We'd hate to see you fade into the sunset, and therefore you cannot," said John Sturm, president and CEO of the Newspaper Association of America. To much applause, he gave O'Brien a Notre Dame University cap and four tickets to the Notre Dame/Army football game.

O'Brien's son Tim congratulated his parents on their 42 years of marriage. He shared stories about growing up in a newspaper family, and about O'Brien's passion for his job.

"We live the newspaper industry," Tim said. "We grew up in the industry. It's been a great privilege for us to watch Dad's career."

He noted that "45 years in an industry is rare these days" and he cited O'Brien's positive attitude as a great factor in his personal success, as well as that of NJPA during his tenure.

Attending the party were many former and current NJPA staff members.

"The care they have for O'Brien shines through," said George White, who will succeed O'Brien as executive director.

"On behalf of the staff, O'Brien, I want to thank you for being such a great chief," said White. "Everyone is happy that you are staying on part-time."

Cafferty cited O'Brien's work in advocating for the Open Public Records Act, which is a strong tool for journalists and private citizens across the state. "I am thoroughly persuaded of

John's worth both as a professional and a friend," he said.

"We don't have to tell you what O'Brien has done for New Jersey newspapers," said Morley Piper of the Newspaper Association Managers organization. "O'Brien is highly respected and admired."

Describing O'Brien as thoughtful and genuine, Piper added with a smile that, "Throughout it all, he has remained true to himself."

Tim Williams, of the Pennsylvania Newspaper Association, told several humorous tales about working—and playing—with O'Brien. "He's always been there when you needed him. O'Brien has been a superior association manager."

Several comments took on the flavor of a roast, with running jokes and anecdotes from O'Brien's long and vivid career.

The Board of Directors passed a resolution in his honor. There was also a proclamation from Governor Chris Christie, who cited the "integral role" O'Brien played in the newspaper industry, and how "fortunate readers across the state have been to benefit from of his work."



NO KIDDING ASIDE: NJPA President Ray Worrall, of Worrall Community Newspapers, enjoys telling stories about O'Brien to the appreciative crowd of his friends and family.



ENUMERATOR Rich Veza, publisher of *The Star-Ledger*, lists some of the things John O'Brien has done for NJPA since becoming its executive director 20 years ago.



O'B PARTY ISSUE, full of articles, pictures & tributes, is available on NJPA's website: www.njpa.org Click on "Events."



COCKTAILS ON THE PATIO: Friends and family mingle at O'Brien's retirement party on Sept. 23 at The Hamilton Manor. Good food and an open bar made it a near perfect night for him.

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Budget 101: Learn to cover budgets for a budget-friendly fee

By Amanda Hernandez

Do readers expect good coverage of local budgets and taxes?

Duh!

With local property taxes an almost constant concern for New Jersey residents, no journalist needs reminding how crucial it is to have good reporting skills when it comes to analyzing local budgets. Accurate, comprehensive budget reporting doesn't just happen.

To help both dailies and weeklies that are struggling with limited staffs,

the Journalism Resources Institute and the New Jersey Press Association have teamed up for the 19th annual one-day workshop for reporters who need to understand the ins and out of local budgets.

The seminar will be held from 9 a.m. to 4 p.m. on Thursday, Nov. 11 in the Multipurpose Room of the Busch Campus Center at Rutgers University. Continental breakfast is at 8:30 a.m.

"Reporters are enthusiastic about their beats, but they sometimes do not

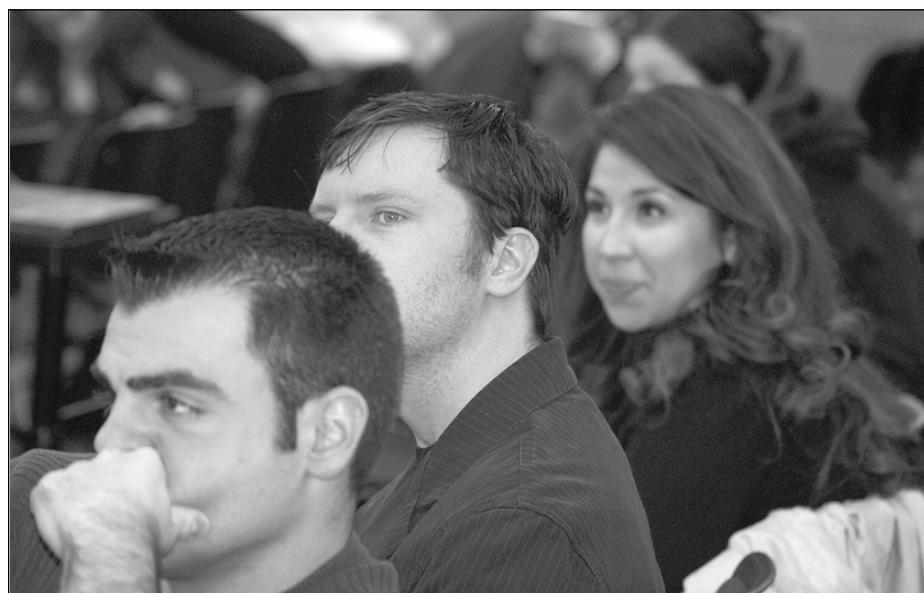
have the tools or training when it comes to budgets," said Ron Miskoff, associate director of the Journalism Resources Institute.

"This training helps them to understand the intricacies of municipal and school budgets. We'll hear from both seasoned reporters and people who know how to use open-government laws."

The day-long seminar includes a thorough description of how budgets are prepared and how they can be reported. Journalists describe the many types of articles that can emanate from budgets and how they are analyzed.

They talk about the process and how reporters often miss key elements in budgets, due to lack of time or training. Attendees learn how to determine a tax rate and how to apply it to new expenditures.

The day also includes sessions on how to use the New Jersey Open Public Records Act to pry secrets from the budget and how to use social media to de-



ATTENTIVE REPORTERS at a Budget 101 workshop find the information and ideas valuable and stimulating. This year's session will be held on Nov. 11.

velop news stories.

The sessions include the following presenters:

- Jan Barry, veteran reporter formerly at The Record of Hackensack.
- Claude Deltieure, reporter and editor at The Record of Hackensack.
- Ron Miskoff, associate director of JRI and instructor in journalism at Rutgers.
- John Paff, chair of the

New Jersey Libertarian Party's Open Government Advocacy Project and an open government expert.

• Frank Bridges, SC&I Ph. D. student at Rutgers who specializes in new media.

The cost is \$49 per participant. Please return the registration form quickly because space is limited.

Participants will be given a copy of the new "Jour-

nalists' Guide to Covering Local Budgets in New Jersey." Additional copies of this publication are \$10 and will be on sale in December.

For more information, please call JRI at 732-932-7500 x 8024 (or cell 732-278-1868) or by email to rmiskoff@rci.rutgers.edu.

Also, online at <http://www.jrireports.com/download3.html>.

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PS Form 3526, September 2007 (Page 2 of 3)		

Affidavit required for legal advertising

NJPA Legal Counsel Tom Cafferty reminds newspaper publishers and general managers about a section in the New Jersey Statute that governs Public Notice Advertising (Title 35).

The following procedure is one that is neglected by many NJPA member newspapers, Cafferty said. "Please make sure that yours is not one of them."

In section 35:2-1. RATES FOR OFFICIAL ADVERTISING, after the rate schedule section, the following language appears:

"Before any newspaper can charge the foregoing rates, the publisher or business manager of such newspaper must file with the proper authorized officer of every municipality, county or governing body placing official advertising in such paper, an affidavit setting forth the average net paid circulation of

such paper for 12 months period ending September 30 next proceeding and the rate to be charged for official advertising, which in no case shall be in excess of, or below, the rates provided in the foregoing schedule."

"What this means, in laymen's terms, is that sometime after September 30 and before January 1, you must send an affidavit to each municipality or governing body whose legal notices your newspaper is qualified to carry," Cafferty said.

"This affidavit must state your newspaper's average paid circulation for the previous year, between October 1 and September 30, and the rate this qualifies you to charge that governing body for their legal (public notice) advertising."

Cafferty developed sample affidavit language for

member newspapers to use if they wish. It is printed at below and is available on our website: www.njpa.org/njpa/legal_hotline

For more information, contact NJPA Executive Director George White: gwhite@njpa.org or (609) 406-0600, ext. 30.

[Complete the affidavit by entering the information requested. Text shown within brackets does not need to appear on the form. Before January 1, submit affidavits to every governmental body whose public notices the newspaper is qualified to carry.]

AFFIDAVIT

STATE OF NEW JERSEY }
COUNTY OF _____ } ss

I, _____, of full age, being duly sworn according to law, upon my oath depose and say:

- I am the publisher [or business manager] of _____ [newspaper].
- For the period of October 1, 2009, to September 30, 2010, the average net paid circulation for _____ [newspaper] was _____ per _____ [day/week].
- Pursuant to N.J.S.A. 35:2-1, the rate for official advertising in _____ [newspaper] is _____ [rate].

[signature]

Sworn to and subscribed before me this _____ day of _____, 2010.

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Project 9-11

Student Journalism

How are they now—the children of Sept. 11?

And what are their perspectives, 10 years on?

Such questions are at the heart of a program being launched by NJPA and Rutgers University in which student journalists will ask children of those who perished in the 9-11 attacks how they're doing, where they are, and what they're doing now. What trials and triumphs have the decade brought?

The program will involve both college and high school journalists, working under the supervision of Rutgers professors and some of New Jersey's top newspaper editors.

The results will be available in NJPA member newspapers and on the web next September, when media across the nation and around the world are observing the 10-year anniversary of the Sept. 11, 2001 terror attacks.

"The 9-11 Student-Journalism Project" will start officially next spring, although the necessary groundwork has been underway for months. The aim of the project is to be informative for the public, as well as being educational for the student journalists and meaningful for their sources.

Because of New Jersey's location, the emphasis will be on interviewing those who lost parents and other family at the World Trade Center.

"It's a multi-phased enterprise," said Ron Miskoff, a lecturer in journalism at Rutgers and the person who will be running the project at the university. "High school and college journalists will be interviewing, essentially, their peers—other young people who were affected deeply and personally by one of the most powerful and formative events of our time."

In addition to articles for NJPA member newspapers, the project will result in a new multi-media website, which will display the articles and photographs that the students produce, along with ancillary materials, public comments and reactions.

The program is being funded by a New Jersey Press Foundation grant and by generous support from the North Jersey Media Group Foundation. George White, NJPA's executive director, worked with Miskoff to create a program to inspire young journalists about a serious issue and, at the same time, show them the future viability of journalism in New Jersey—whether in print or online.



©2001 The Record (Bergen Co., N.J.) Photo by Thomas E. Franklin

"The planning is going well," said White. "We are coordinating the Rutgers efforts with those by the Garden State Scholastic Press Association (GSSPA), and by NJPA-member publishers, editors, and photographers who will provide hands-on coaching as the students generate their work."

Next spring, about 20 collegiate journalists will take an upper-class 3-credit course taught by Miskoff. They will be teamed with exceptional high school journalists selected by the GSSPA, the statewide organization of high-school newspaper advisers, and these teams will be encouraged to write articles about the project for their high school and college newspapers. The high school students will have access to all the material taught in the college course, to webinar-style sessions, and to online chats with the college students.

Experienced newspaper and web editors will be matched with student teams, preparing them to conduct sensitive interviews of victims' children who are now their peers. These interviews will chronicle their personal stories of loss and its aftermath; of how they have been coping and moving forward; of how their experience has influenced or shaped their current views; and of ways they are now remembering their parent.

The project is being administered at Rutgers by its Journalism Resources Institute and the Department of Journalism and Media Studies, all headed by Prof. John Pavlik—who also serves on the NJPA board of directors.

Rutgers and the GSSPA will work with NJPA member newspapers to assist the student journalists with concepts, storytelling, editing, photography and art, production and publishing. All participants will use a Rutgers computer system called Sakai to stay in touch with each other and the professional news staffers, but they will also meet in person three times during the semester.

"Technically, this is just a course in narrative journalism," said Pavlik, "but it will involve an unprecedented level of cooperation with NJPA members and staff, the GSSPA teachers, Rutgers professors support people. In the end, we hope to have a product that will teach the students good journalism, tell the stories of the victims' children in a compelling, respectful way, and serve the readers of New Jersey newspapers."

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For details on how you can support this exciting initiative,
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This space donated by North Jersey Media Group Foundation

Parting words

Several people asked that we publish the remarks that John O'Brien made at his retirement party. Here are a few excerpts. The full text is available at www.njpa.org. Click on "Events."

* * *

This is kinda' like being at my own wake...but I am able to drink!

There is no way I can condense 45 years of stories about my highs and lows in the newspaper industry into a 15-minute talk and I won't even attempt it. I'll simply say I've had the best career that one could imagine. I've worked in every department of a newspaper, I've been a publisher for the likes of Malcolm Forbes which meant I rode motorcycles and took hot air balloon rides with statesman and Hollywood celebrities. More importantly, my career allowed me to help shape the careers of countless young journalists, photographers and ad sales people so they could ultimately share my excitement and enthusiasm about this wonderful industry.

Then I spent nearly 20 years as the executive director of NJPA and loved every minute of it. To paraphrase Will Rogers, I never met a publisher I didn't like...although one or two came close! Thanks to the flexibility of the board of NJPA I've done newspaper training in far off places like Taiwan, Hong Kong, Poland and Russia. I have been truly blessed. I've seen this industry transform right in front of me. And like you, I'm not sure where all this will end up. ... I hope I live long enough to see where it all ends up!

* * *

As I said earlier, I've had the best job in the world for the last 20 years. No other press association manager has gotten more support from his members than I have. I thank the newspaper people in the room for all the kindness and encouragement through the years.

* * *

I want to close tonight with the words of a favorite Country & Western song of mine by Lee Ann Womack. Don't worry...I won't sing!

Her beautiful lyrics really express a lot about my philosophy of living life...and they are my parting message to you...

I hope you never lose your sense of wonder,
You get your fill to eat but always keep that hunger.
May you never take one single breath for granted.
God forbid love ever leaves you empty-handed.
I hope you still feel small when you stand beside the ocean.
Whenever one door closes I hope one more opens.
I hope you never fear those mountains in the distance,
Never settle for the path of least resistance.
Living might mean taking chances but they're worth taking,
Loving might be a mistake but it's worth making.
Don't let some helping heart leave you bitter.
If you come close to selling out reconsider.
Promise me that you'll give faith a fighting chance,
And when you get the choice to sit it out or dance
...I hope you dance!

I did.

NJPA thanks
A.F.L. Web Printing
which donated these pages for expanded coverage of John O'Brien's retirement party



WIVES' TALES: Chris O'Brien, John's wife, and Mary Ann Cafferty, Tom's wife, enjoy a few minutes of conversation.



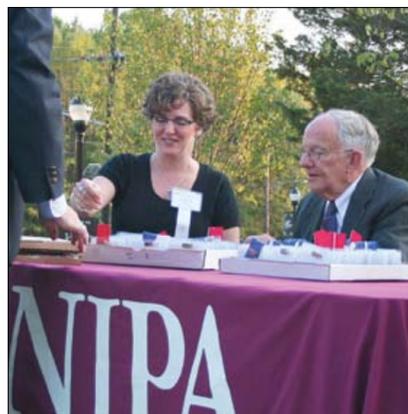
PRESS PALS: Morley Piper, clerk of the Newspaper Association Managers group, and Tim Williams, executive director of Pennsylvania Newspaper Association, compare notes on how they will roast O'Brien later in the evening.



TOASTING O'BRIEN: Ed Efchak of Customers By Design, and Barbara Chodos of NJ.com, congratulate O'B on a job well done, for many years, at NJPA.



NJPA BOARD MEMBERS Ben Cannizarro, publisher of Greater Media Newspapers, and Jennifer Borg, general counsel of *The Record*, enjoy the festivities at John O'Brien's retirement party.



LIKE FATHER, LIKE DAUGHTER: Kit Cone, at right, for many years helped register people at NJPA events. Now he is teaching Jenny Chiuck, his daughter and successor as publisher of *The West Essex Tribune*, the finer points of the job.



NOT ALL WORK: Darren Forchik and Alicia Harrison of A.F.L. Web Printing, enjoy the opportunity to relax with friends and meet new people at the party.



READY TO PARTY HEARTY: NJPA's Obie Award is just like his namesake when it comes to holidays and special occasions. The tradition of dressing up Obie began a few years ago when the staff of *The West Essex Tribune* received the award for their creativity.

David Karas, who wrote this article and took the photos, is a student at The College of New Jersey. He was an NJPF intern this summer at *The Times, Trenton*.



GREAT CHALLENGES: Mac Borg, chairman of *The Record*, *Herald News* and North Jersey Media Group, talks about the difficulties O'Brien faced in his early days as head of NJPA.



INDUSTRY STEWARD: John Sturm, President and CEO of the Newspaper Association of America, applauds O'Brien for his long and outstanding service to newspapers in New Jersey.



GOOD FRIENDS: Tom Cafferty, NJPA's General Counsel, talks about good times he and O'B have had during their many years of working and relaxing together.

NJPA salutes John O'Brien

Continues from Page 1

"NJPA is an organization steeped in great history," said Ray Worrall, president of the NJPA Board of Directors. "Much of that past is here in this room."

Several speakers mentioned their happiness that O'B is staying with the organization, stepping into a part-time job as director of the New Jersey Press Foundation.

"We'd hate to see you fade into the sunset, and therefore you cannot," said John Sturm, president and CEO of the Newspaper Association of America. To much applause, he gave O'B a Notre Dame University cap and four tickets to the Notre Dame/Army football game.

O'B's son Tim congratulated his parents on their 42 years of marriage. He shared stories about growing up in a newspaper family, and about O'B's passion for his job.

"We live the newspaper industry," Tim said. "We grew up in the industry. It's been a great privilege for us to watch Dad's career."

He noted that "45 years in an industry is rare these days" and he cited O'B's positive attitude as a great factor in his personal success, as well as that of NJPA during his tenure.

Attending the party were many former and current NJPA staff members.

"The care they have for O'B shines through," said George White, who will succeed O'Brien as executive director.

"On behalf of the staff, O'B, I want to thank you for being such a great chief," said White. "Everyone is happy that you are staying on part-time."

Cafferty cited O'B's work in advocating for the Open Public Records Act, which is a strong tool for journalists and private citizens across the state. "I am thoroughly persuaded of

John's worth both as a professional and a friend," he said.

"We don't have to tell you what O'B has done for New Jersey newspapers," said Morley Piper of the Newspaper Association Managers organization. "O'B is highly respected and admired."

Describing O'Brien as thoughtful and genuine, Piper added with a smile that, "Throughout it all, he has remained true to himself."

Tim Williams, of the Pennsylvania Newspaper Association, told several humorous tales about working—and playing—with O'B. "He's always been there when you needed him. O'B has been a superior association manager."

Several comments took on the flavor of a roast, with running jokes and anecdotes from O'B's long and vivid career.

The Board of Directors passed a resolution in his honor. There was also a proclamation from Governor Chris Christie, who cited the "integral role" O'B played in the newspaper industry, and how "fortunate readers across the state have been to benefit from of his work."



NO KIDDING ASIDE: NJPA President Ray Worrall, of Worrall Community Newspapers, enjoys telling stories about O'B to the appreciative crowd of his friends and family.



ENUMERATOR Rich Vezza, publisher of *The Star-Ledger*, lists some of the things John O'Brien has done for NJPA since becoming its executive director 20 years ago.



O'B PARTY ISSUE, full of articles, pictures & tributes, is available on NJPA's website: www.njpa.org Click on "Events."



COCKTAILS ON THE PATIO: Friends and family mingle at O'Brien's retirement party on Sept. 23 at The Hamilton Manor. Good food and an open bar made it a near perfect night for him.